

ORDER



KSNV

Orders	Order / Rev:	105171
	Alt Order #:	06839014
	Product Desc:	Issue
	Estimate:	1565
	Flight Dates:	08/07/12 - 08/14/12
	Original Date / Rev:	08/06/12 / 08/20/12
	Order Type:	GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency	Name:	<u>Waterfront Strategies</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1010 Wisconsin Ave. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Patriot Majority - Revised
	Demographic:	A35+
	Product Codes:	PLI1
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN

New Business Thru: _____
Order Separation: 00:08:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	53	\$62,026.00	\$52,721.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$62,025.00	\$52,721.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$62,025.00
Market	100%	\$193,828.12

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,148.44
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$34,889.06
KTUD	1%	\$1,938.28
KVVU	15%	\$29,074.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,753.12

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners	Wagners	430a-5a	MTWT--S	:30	3	\$150.001	0.00	NM		3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WT---S		3				\$150.00		0.00			
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners	Wagners	430a-5a	MTWT--S	:30	1	\$200.001	0.00	NM		1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WT---S		1				\$200.00		0.00			
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners	Wagners	5-6a	MTWTF--	:30	1	\$400.001	0.00	NM		1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		1				\$400.00		0.00			
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagners	Wagners	5-6a	-T-----	:30	1	\$400.001	0.00	NM		1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1				\$400.00		0.00			
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners	Wagners	5-6a	MTWTF--	:30	4	\$400.001	0.00	NM		4	\$1,600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		4				\$400.00		0.00			
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY	SATURDAY	6a-7a	-----S-	:30	1	\$350.001	0.00	NM		0	\$0.00
NEWS 3 AT SUNRISE 8/4,8/11 only															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$350.00		0.00			
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	KSNV	08/06/12-08/12/12	News 3 Sunrise - SATURDAY	6a-7a			-----Sa--	:30		(\$350.00)	0.00	NM			
<i>Unresolved</i> [PGM CHG = SAT TODAY 6A-7AM]															
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 CM	Late News during Olympics	11pm-12:35am	M-WTFSS	:30	3	\$1,000.001	0.00	NM		3	\$3,000.00
2012 SUMMER OLYMPICS: LATE NEWS 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTFSS		3				\$1,000.00		0.00			
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.001	0.00	NM		1	\$650.00
Sa-Su Early News															
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$650.00		0.00			
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd HOM	Today Show II	9-10a	-T-----	:30	1	\$500.001	0.00	NM		1	\$500.00
M-F Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1				\$500.00		0.00			
E 10	KSNV	08/07/12	08/13/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		1				\$1,000.00		0.00			
E 11	KSNV	08/14/12	08/14/12	M-F Wheel	CM	7-730pm	-T-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1				\$1,000.00		0.00			
E 12	KSNV	08/14/12	08/14/12	Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$325.001	0.00	NM		1	\$325.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1				\$325.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		1				\$600.00		0.00			
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1				\$600.00		0.00			
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		1				\$700.00		0.00			
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		1				\$700.00		0.00			
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1				\$700.00		0.00			
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		1				\$700.00		0.00			
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.00	1	0.00	NM	4	\$24,000.00
2012 SUMMER OLYMPICS: PRIME COVERAGE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTFSS		4				\$6,000.00		0.00			
E 32	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		2				\$1,400.00		0.00			
E 33	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--		1				\$1,400.00		0.00			
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Tuesday Prime 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1				\$4,000.00		0.00			
N 35	KSNV	08/13/12	08/13/12	Early Today	CM	4-430am	M-----	:30	1	\$175.00	1	0.00	NM	1	\$175.00
Early Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$175.00		0.00			

Totals

53

\$62,025.00